

**Amendments to the Claims:**

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) An evaluation apparatus for evaluating activities of a plurality of groups to be evaluated, the apparatus comprising:
  - an inquiry unit configured to direct inquiries to the ~~plurality of groups~~ concerning ~~activities, activities performed by the groups,~~ each of the activities include one or more ~~attributes, performed by the groups; concepts;~~
  - ~~an attribute~~ a concept analysis unit configured to examine activity data included in responses received from the ~~plurality of groups~~ to which inquiries were directed, to ~~analyze attributes~~ perform an analysis of the concepts that are used for the activities by the ~~plurality of groups,~~ and to generate ~~attribute-concept~~ data ~~that represent the attributes obtained as the result~~ a result of the analysis; analysis, the concept data represents the concepts; and
  - an evaluation unit configured to ~~evaluate, based on the activity data and the attribute data,~~ evaluate values of the activities, the ~~attributes-concepts~~ and the groups, or ~~the values one or more values~~ of one or more arbitrary combinations of the activities, the ~~attributes-concepts~~ and the ~~groups,~~ groups based on the activity data and the concept data.
2. (Currently Amended) The evaluation apparatus as claimed in claim 1, wherein the activity data include partner group data representing groups that have acted as partners for the activities, and activity contents data representing ~~the contents~~ contents of the activities,
  - wherein the ~~attribute-concept~~ analysis unit analyzes the activity contents data included in the activity data, and generates the ~~attribute-concept~~ data representing the ~~attributes-concepts~~ of the activities, and
  - wherein, based on ~~either 1) either~~ or both of the activity contents data and the ~~attribute-concept~~ data, and ~~the partner 2) the partner~~ group data, the evaluation unit evaluates

~~the number a number~~ of groups that are influenced by either or both of the activities and the ~~attributes, concepts, and the magnitude and the~~ a magnitude and a range of the influence, or ~~the values an influence, or values~~ of one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

3. (Currently Amended) The evaluation apparatus as claimed in claim 1, wherein the activities are propagation of information,

wherein ~~the activity activity data include~~ activity data includes information recipient data representing recipient groups of information and information contents data representing ~~the contents contents~~ of the information that has been propagated,

wherein the ~~attribute concept~~ analysis unit analyzes the information content data included in the activity data, and generates the ~~attribute concept~~ data that ~~represent the attribute represents a concept~~ of the information that has been propagated, and

wherein, based on either or both of ~~the information 1) the information~~ content data and the ~~attribute concept~~ data, and ~~the recipient 2) recipient~~ group data, the evaluation unit evaluates ~~the number a number~~ of groups that are influenced by either or both of the information and the ~~attributes, and the magnitude and the~~ concepts, a magnitude and a range of the influence, or the an influence, or one or more values of one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

4. (Currently Amended) The evaluation apparatus as claimed in claim 1, wherein the activities are psychological activities,

wherein ~~the activity data include~~ activity data includes object group data representing objects for the psychological activities, and psychological activity contents data that ~~represent the contents represents contents~~ of the psychological activities,

wherein the ~~attribute-concept~~ analysis unit analyzes the psychological activity content data included in the activity data, and generates the ~~attribute-concept~~ data that represents the ~~attributes-concepts~~ of the psychological activities, and

wherein, based on ~~either~~ 1) either or both of the psychological activity contents data and the ~~attribute-concept~~ data, and ~~the object~~ 2) the object group data, the evaluation unit evaluates ~~the number~~ a number of groups that are influenced by either or both of the psychological activities and the ~~attributes~~, ~~the magnitude of the~~ concepts, a magnitude of an influence and ~~the range~~ a range of the influence, or ~~the value~~ one or more values of one or more arbitrary combinations of the number of groups, the magnitude of the influence and the range of the influence.

5. (Currently Amended) The evaluation apparatus as claimed in claim 1, wherein the ~~plurality of~~ groups are either or both of ~~the members and the~~ members and organizations that include one or more components.

6. (Currently Amended) An evaluation method for evaluating ~~the activities~~ activities of a plurality of groups comprising:

directing inquiries to the ~~plurality of~~ groups ~~concerning~~ concerning the activities, each of which includes one or more ~~attributes-concepts~~ and is performed by a group;

examining activity data ~~that, in response to the inquiries, that~~ are included in responses to the inquiries received from the ~~plurality of~~ groups;

analyzing the ~~attributes-concepts~~ that are used for the activities performed by the ~~plurality of~~ groups;

generating ~~attribute-concept~~ data that represent the ~~attributes-concepts~~ obtained by ~~the analysis results; results of the analyzing; and~~

~~evaluating, based on the activity data and the attribute data, the evaluating~~  
values of the activities, the ~~attributes~~ concepts and the groups, or ~~the values~~ one or more  
values of one or more arbitrary combinations of the activities, the ~~attributes~~ concepts and the  
~~groups~~ groups based on the activity data and the concept data.

7. (Currently Amended) The evaluation method as claimed in claim 6, wherein  
the activity data include partner group data representing groups that have acted as partners for  
the activities, and activity contents data representing ~~the contents~~ contents of the activities,  
and

wherein the method further comprises:

analyzing the activity contents data included in the activity data;

generating ~~the attribute~~ concept data representing the ~~attributes~~ concepts of the  
activities; and

evaluating, based on ~~either~~ 1) either or both of the activity contents data and  
the ~~attribute~~ concept data, and ~~the partner~~ 2) the partner group data, ~~the number~~ a number of  
groups that are influenced by either or both of the activities and the ~~attributes~~, ~~and the~~  
~~magnitude and the concepts~~, a magnitude and a range of an influence, or ~~the values~~ one or  
more values of one or more arbitrary combinations of the number of groups, the magnitude of  
the influence, and the range of the influence.

8. (Currently Amended) The evaluation method as claimed in claim 6, wherein  
the activities are ~~the propagation~~ propagation of information,

wherein the activity data include information recipient data representing  
recipient groups of information and information contents data representing ~~the contents~~ of the  
information that has been propagated, and

wherein the method further comprises:

analyzing the information content data included in the activity data;

generating the ~~attribute-concept~~ data that ~~represents~~ ~~represent the attribute one~~  
~~or more concepts~~ of the information that has been propagated; and

evaluating, based on ~~or either~~ 1) either or both of the information content data  
and the ~~attribute-concept~~ data, and ~~the recipient~~ 2) the recipient group data, ~~the number a~~  
number of groups that are influenced by either or both of the information and the ~~attributes~~,  
~~and the magnitude and the concepts~~, a magnitude and a range of an influence, or ~~the values~~  
one or more values of one or more arbitrary combinations of the number of groups, the  
magnitude of the influence, and the range of the influence.

9. (Currently Amended) The evaluation method as claimed in claim 6, wherein  
the activities are psychological activities,

wherein the activity data ~~include~~ include an object group data representing  
objects for the psychological activities, and psychological activity contents data that represent  
~~the contents~~ contents of the psychological activities, and

wherein the method further comprises:

analyzing the psychological activity content data included in the activity data;

generating the ~~attribute-concept~~ data that represents the ~~attributes~~ concepts of  
the psychological activities; and

evaluating, based on ~~either~~ 1) either or both of the psychological activity  
contents data and the ~~attribute-concept~~ data, and ~~the object~~ 2) the object group data, ~~the~~  
~~number a~~ number of groups that are influenced by either or both of the psychological  
activities and the ~~attributes~~, ~~the magnitude~~ concepts, a magnitude of an influence and ~~the~~  
~~range a~~ range of the influence, or ~~the value~~ one or more values of one or more arbitrary  
combinations of the number of groups, the magnitude of the influence and the range of the  
influence.

10. (Currently Amended) The evaluation method as claimed in claim 6, wherein the ~~plurality of~~ groups are either or both of ~~the members and the~~ members and organizations that include one or more components.

11. (Currently Amended) ~~A program for~~ A computer-readable medium including a program for a computer to evaluate activities of a plurality of groups to be evaluated, the program making the computer to perform a process comprising:

directing inquiries to the ~~plurality of~~ groups ~~concerning~~ concerning the activities, each of which includes one or more ~~attributes~~ concepts and is performed by a group;

examining activity data ~~that, in response to the inquiries, are that are~~ included in responses to the inquiries received from the ~~plurality of~~ groups;

analyzing the ~~attributes~~ concepts that are used for the activities performed by the ~~plurality of~~ groups;

generating ~~attribute~~ concept data that represent the ~~attributes~~ concepts obtained by ~~the analysis results; results of the analyzing; and~~

~~evaluating, based on the activity data and the attribute data, the~~ evaluating values of the activities, the ~~attributes~~ concepts and the groups, or ~~the values one or more~~ values of one or more arbitrary combinations of the activities, the ~~attributes~~ concepts and the ~~groups. groups based on the activity data and the concept data.~~

12. (Currently Amended) The ~~program~~ computer-readable medium as claimed in claim 11, wherein the activity data include partner group data representing groups that have acted as partners for the activities, and activity contents data representing ~~the contents~~ contents of the activities, and

wherein the program further making the computer to perform the process comprising:

analyzing the activity contents data included in the activity data;  
generating ~~the attribute~~ concept data representing the ~~attributes~~ concepts of the activities; and

evaluating, based on ~~either~~ 1) either or both of the activity contents data and the ~~attribute~~ concept data, and ~~the partner~~ 2) the partner group data, ~~the number~~ a number of groups that are influenced by either or both of the activities and the ~~attributes~~, ~~and the magnitude and the concepts~~, a magnitude and a range of an influence, or ~~the values~~ one or more values of one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

13. (Currently Amended) The ~~program~~ computer-readable medium as claimed in claim 11, wherein the activities are ~~the propagation~~ propagation of information,

wherein the activity data include information recipient data representing recipient groups of information and information contents data representing the contents of the information that has been propagated, and

wherein the program further making the computer to perform the process comprising:

analyzing the information content data included in the activity data;  
generating the ~~attribute~~ concept data that ~~represents~~ represent the ~~attribute~~ one or more concepts of the information that has been propagated; and

evaluating, based on ~~or either~~ 1) either or both of the information content data and the ~~attribute~~ concept data, and ~~the recipient~~ 2) the recipient group data, ~~the number~~ a number of groups that are influenced by either or both of the information and the ~~attributes~~, ~~and the magnitude and the concepts~~, a magnitude and a range of an influence, or one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

14. (Currently Amended) The ~~program~~computer-readable medium as claimed in claim 11, wherein the activities are psychological activities,

wherein the activity data ~~include~~includes an object group data representing objects for the psychological activities, and psychological activity contents data that ~~represent~~the contents~~represents contents~~ of the psychological activities, and

wherein the program further making the computer to perform the process comprising:

analyzing the psychological activity content data included in the activity data;

generating ~~the attribute~~concept data that represents the ~~attributes~~concepts of the psychological activities; and

evaluating, based on ~~either 1) either~~ or both of the psychological activity contents data and the ~~attribute~~concept data, and ~~the object 2) the object~~ group data, ~~the number~~a number of groups that are influenced by either or both of the psychological activities and the ~~attributes~~, ~~the magnitude~~concepts, a magnitude of an influence and ~~the range~~a range of the influence, or ~~the value~~one or more values of one or more arbitrary combinations of the number of groups, the magnitude of the influence and the range of the influence.

15. (Currently Amended) The ~~program~~computer-readable medium as claimed in claim 11, wherein the ~~plurality of~~ groups are either or both of ~~the members and the~~members and organizations that include one or more components.

16. (New) The evaluation apparatus according to claim 1, wherein:  
the inquiry unit is configured to inquire members of each group about one or more activities performed by the members of each group, and



the concept analysis unit is configured to examine activity data included in responses received from the members of each group and to perform analysis of one or more concepts that are used for the activities performed by the members of each group.

17. (New) The evaluation method according to claim 6, wherein:

the directing directs inquiries to members of each group about one or more activities performed by the members of each group,

the examining examines activity data that are included in responses to the inquiries received from the members of each group, and

the analyzing analyses concepts that are used for the activities performed by the members of each group.

18. (New) The computer-readable medium according to claim 11, wherein:

the directing directs the inquiries to members of each group about one or more activities performed by the members of each group,

the examining examines activity data that are included in responses to the inquiries received from the members of each group, and

the analyzing analyses concepts that are used for the activities performed by the members of each group.